

ORDER



Orders
Order / Rev: 169025
Alt Order #: 06367048
Product Desc: ENDING SPEND FND:60
Estimate: 3324
Flight Dates: 10/10/12 - 11/06/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact: Tracey Robinson
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Ending Spending Fund
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$14,600.00	\$12,410.00
10/29/12	11/04/12	1	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$14,600.00	\$12,410.00	0.00
November 2012	1	\$3,000.00	\$2,550.00	0.00
Totals	3	\$17,600.00	\$14,960.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$17,600.00
Market	100%	\$110,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$30,800.00
WITI	28%	\$30,800.00
WMLW-	3%	\$3,300.00
WPXE	0%	\$0.00
WTMJ	25%	\$27,500.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/26/12	Doctor 2p-3p	CM	2p-3p	--WTF--	1:00	1	\$600.00	P-1	0.00	NM	1	\$600.00
				Doctors 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1				\$600.00		0.00			
E 2	WDJT	10/21/12	10/21/12	Su 6p - 7p	CM	6p - 7p	-----1	1:00	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
				60 Minutes											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/21/12	10/21/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	1:00	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1			1			\$14,000.00		0.00			
E 3	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	-----1	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1			\$3,000.00		0.00			
													Totals	3	\$17,600.00